

April 22-28, 2001

National Infant Immunization Week

**Our
children
are counting
on us.**

Each year, National Infant Immunization Week (NIIW) focuses the nation's attention on the importance of early childhood immunization. Community, business, health and political leaders join together for an important purpose—protecting our children's health through timely immunizations.

**Help protect
those too young
to help themselves**

Almost one million children in this country live without the benefits of full immunization. For these children, the risk of serious illness, and even death, from vaccine-preventable diseases is great—too great. By working together, we can remind all parents that timely immunizations is one of the best steps they can take to give their children for a healthy start in life.

**Start planning
today for NIIW!**

Communities across the U.S. should use National Infant Immunization Week to call attention to the importance of protecting children from vaccine-preventable diseases. NIIW is an opportunity to remind parents and the public that vaccines are one of the most effective tools available for the prevention of serious infectious diseases. This is an important message and one that can make a difference. Please, use NIIW to do something—almost one million children are counting on us.

For more information:



Centers for
Disease Control and Prevention
U.S. Department of Health and Human Services

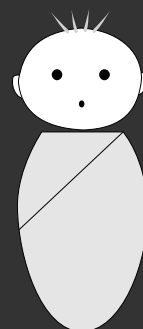
CDC NATIONAL IMMUNIZATION INFORMATION HOT LINE

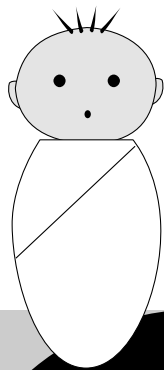
ENGLISH: **800-232-2522** ESPAÑOL: **800-232-0233**

INTERNET: www.cdc.gov/nip/calendar E-MAIL: nipinfo@cdc.gov

YOU CAN ALSO CONTACT:

YOUR LOCAL HEALTH DEPARTMENT OR YOUR LOCAL OR STATEWIDE IMMUNIZATION COALITION





NIIW

ideas in action

Every community, large or small, plays a vital role in protecting children from vaccine-preventable diseases. Here are a few ideas for getting your community involved during National Infant Immunization Week.

COMMUNITY

- Bring together local groups, organizations, businesses, hospitals, churches, providers, and political leaders to plan local NIIW activities designed to reach out to our neediest populations.
- Kick-off NIIW with an event, health fair, news conference, or other activity that will interest the media and draw public attention. A children's fair with clowns, balloons, gifts, pony rides, and other children's activities will attract parents and appeal to the media.
- Ask your governor or mayor to sign a proclamation for NIIW.
- Ask local businesses for donations of money or in-kind gifts. Use funds for brochures, flyers, posters, billboards, and other educational materials. Certificates to restaurants or other local businesses can be used as incentives.
- Recognize community leaders and health care providers who have shown outstanding leadership in raising local immunization coverage rates.

HEALTH CARE PROVIDERS

- Distribute patient-education materials designed to help providers reach under-immunized populations.
- Help local providers set up an immunization reminder system.
- Provide hospitals and health maintenance/managed care organizations with educational materials designed to promote immunizations during prenatal visits and in prenatal classes.
- Help local clinics develop strategies to reduce wait times and provide patient-friendly services.
- Hold in-service training seminars at medical, health, and social service agencies on reminder-recall strategies and eliminating access barriers for under-immunized populations.
- Encourage local hospitals to do a grand rounds program on immunizations.

PARENTS & CAREGIVERS

- Work with local partners to identify ethnic and geographic areas with the greatest need for targeted immunization activities designed to increase rates.
- Distribute immunization education materials to social service agencies that serve children, such as foster homes, refugee centers, homeless shelters, and day care programs.
- Conduct a targeted door-to-door campaign in under-immunized communities to distribute immunization education materials and immunization clinic locations.
- Encourage schools, churches, libraries, and other groups to print articles in newsletters, post notices on bulletin boards, and make special announcements.
- Ask utilities and retailers to include immunization information with their billing statements, and encourage employers to include educational materials with employee pay statements.